



JUNIOR LEAGUE OF JACKSONVILLE

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FOR IMMEDIATE RELEASE

THIRD ANNUAL JUNIOR LEAGUE OF JACKSONVILLE'S LITTLE BLACK DRESS INITIATIVE MAKES POVERTY UNFASHIONABLE

JACKSONVILLE, Fla (February 5, 2018) – The Little Black Dress Initiative (LBDI) is a grassroots awareness and fundraising campaign, which highlights the effects of poverty in Jacksonville and the Junior League of Jacksonville (JLJ)'s efforts to alleviate some of those effects in our community. From February 5, 2018 to February 9, 2018, participants will commit to wearing the same black dress, each day, and encourage others to “Ask me about my dress” to spread awareness of the campaign.

Florida ranks 33rd in the nation for women living above the poverty line. In Duval County alone, there are an estimated 177,000 food insecure individuals and per the Florida Department of Health, 35% of the people living in Duval County's health zone 1, are living in poverty. This year's LBDI campaign goal is to raise \$11,800, the federal poverty line for an individual (as reported by the Department of Health and Human Services).

Funds raised through LBDI will be used to support JLJ's Mission and community projects, currently focused on promoting the availability of healthy food, nutrition education and health and wellness to local low-income schools and communities. We - over 800 women of the Junior League - work tirelessly to build a better Jacksonville. Among many other efforts, we teach kids to make healthy food choices, volunteer at a farm located in one of Jacksonville's food deserts, and lobby our lawmakers for favorable legislation to help our community combat food insecurity.

To donate or for more information, please visit
www.jljacksonville.org/events/littleblackdressinitiative.

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About The Junior League of Jacksonville

The Junior League of Jacksonville (JLJ) is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. During its rich history of over 94 years,

JLJ has contributed over 1 million hours of service to our community and founded countless institutions in Jacksonville. For additional information about JLJ, visit www.jljacksonville.org or call (904) 387-9927.